

Abstract

- Title:** Role of brand in branding activities of Ice Hockey World Championship
- Objectives:** The aim of this thesis is to create a new archetype of brand of Ice Hockey World Championship. This archetype is based on results of qualitative research which is focused on perception of brand of Ice Hockey World Championship from last 11 years (2007-2017).
- Methods:** Written and electronic questioning was used in research focused on the perception of brand of Ice Hockey World Championship. This research is very important part of the thesis. The theoretical part is based on the analysis of documents (theoretical reflection). Descriptive analysis was used in the analytical part.
- Results:** Archetype of brand of Ice Hockey World Championship was created in the thesis. This archetype was named The Fair Guy and contains some basic values typical of ice hockey (e.g. fair play, friendship or respect).
- Keywords:** archetype, logo, mascot